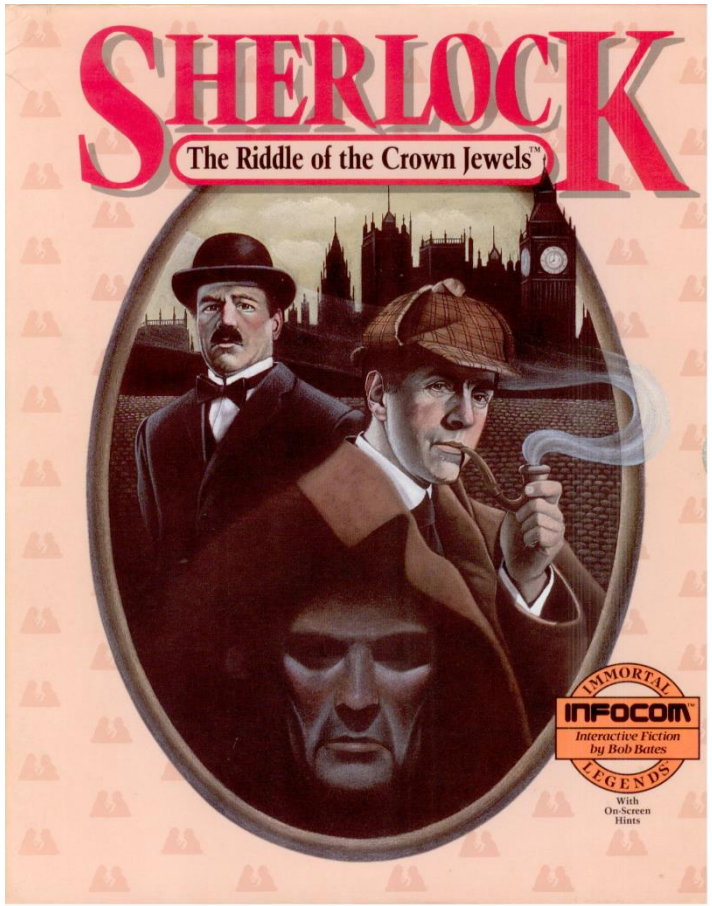
LEADING A CREATIVE LIFE IN THE LAND OF “NO”

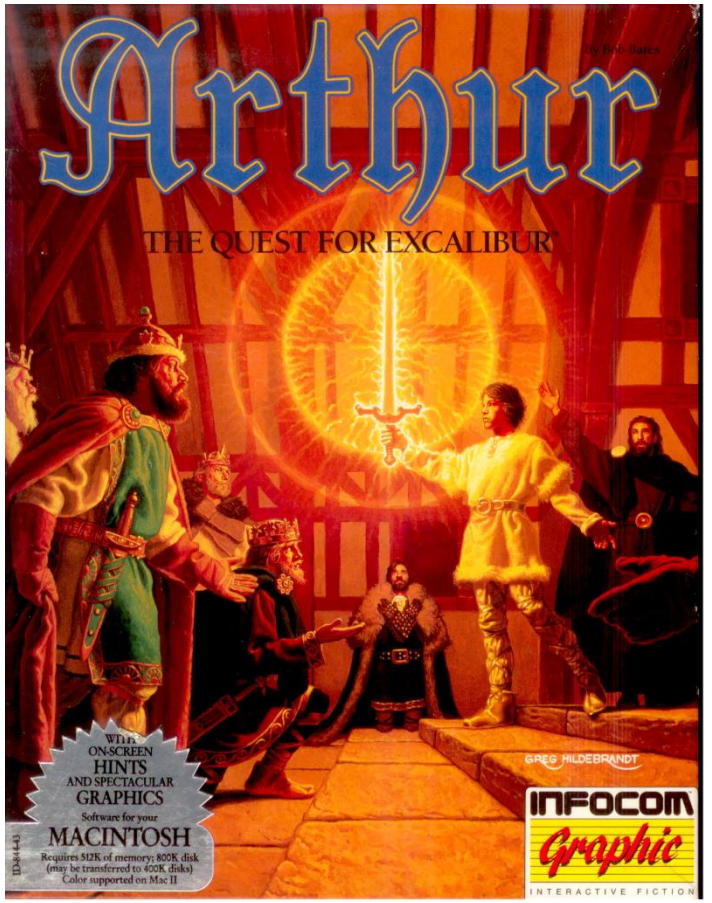
GDC 2016

March 17, 2016

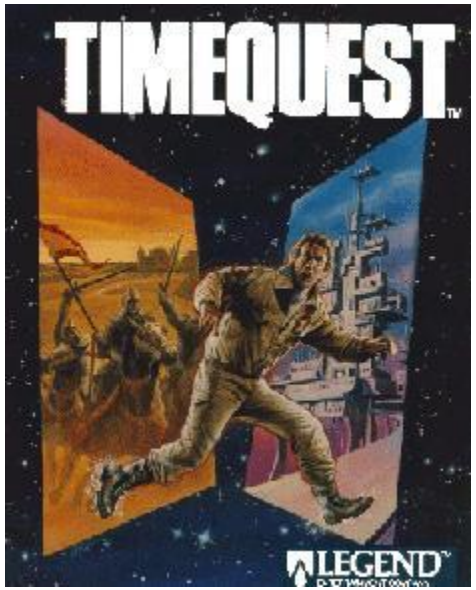
Bob Bates

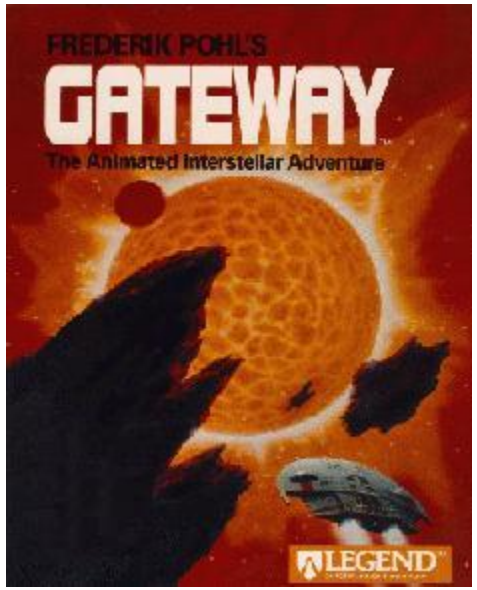
INFOCOM

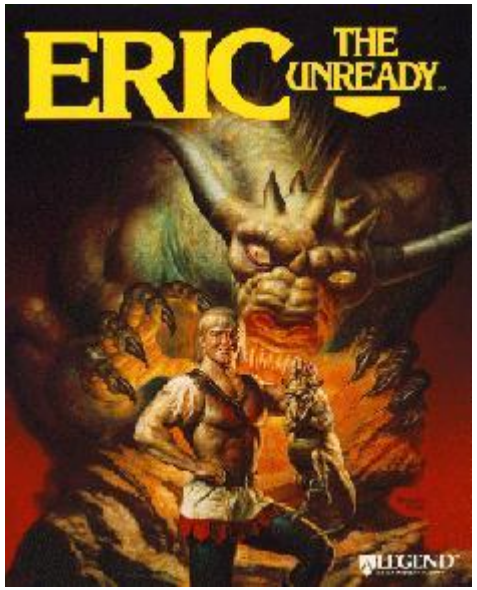

SHERLOCK
The Riddle of the Crown Jewels™
IMMORTAL
INFOCOM
Interactive Fiction
by Bob Bates
LEGENDS
With
On-Screen
Hints


Arthur
THE QUEST FOR EXCALIBUR
GREG HILDEBRANDT
WITH
ON-SCREEN
HINTS
AND SPECTACULAR
GRAPHICS
Software for your
MACINTOSH
Requires 512K of memory; 800K disk
(may be transferred to 400K disks)
Color supported on Mac II
INFOCOM
Graphic
INTERACTIVE FICTION

LEGEND
ENTERTAINMENT COMPANY

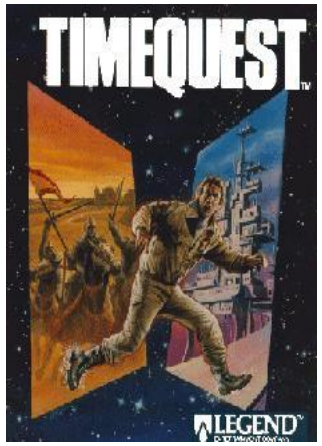


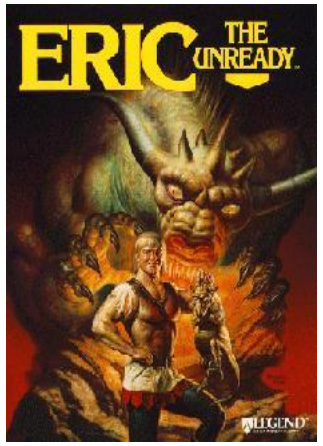


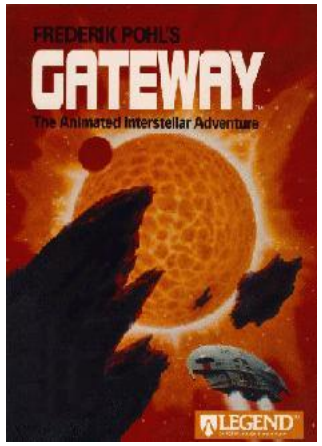




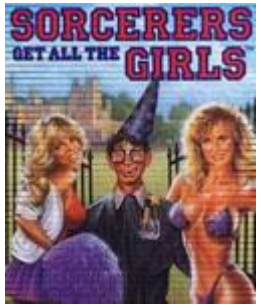
LEGEND
ENTERTAINMENT COMPANY

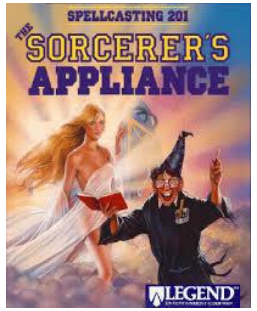




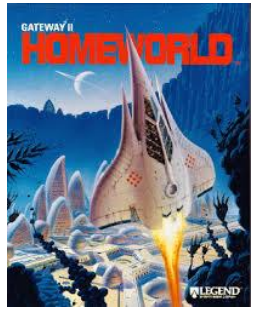


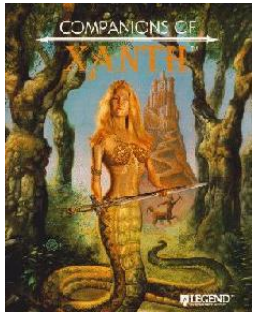


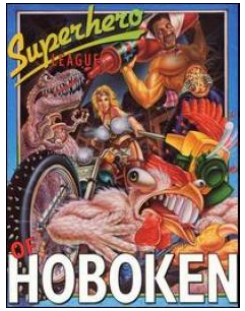


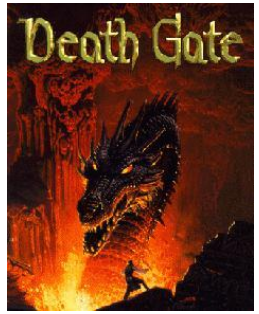


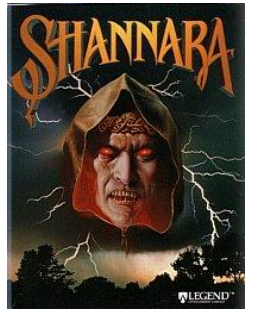


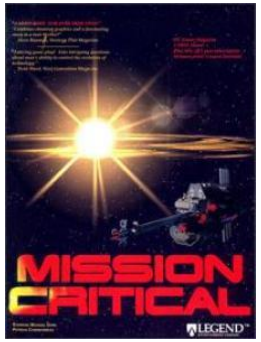


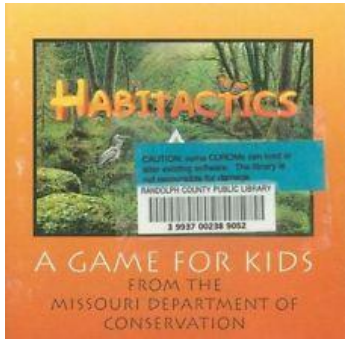






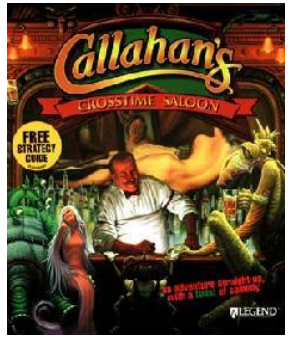






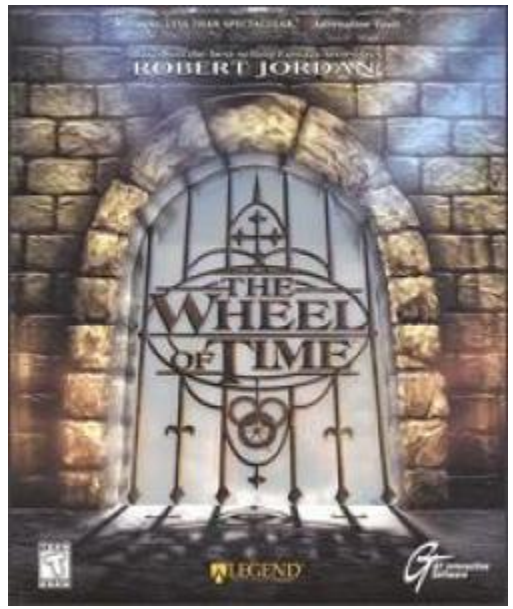


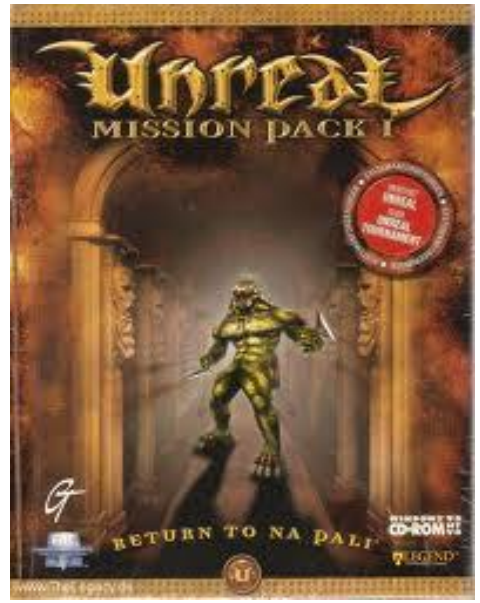




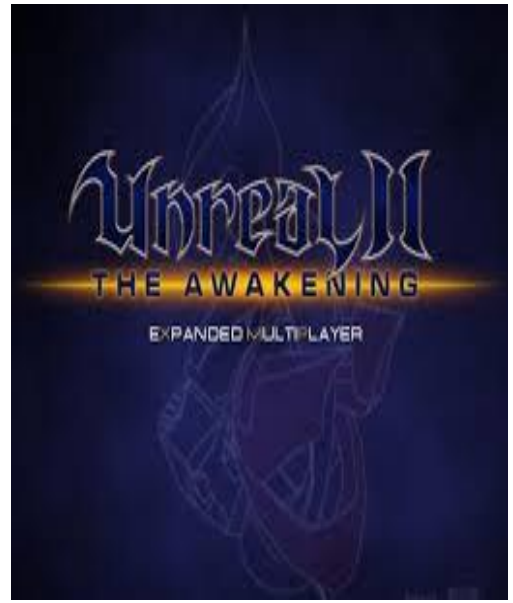


LEGEND
ENTERTAINMENT COMPANY

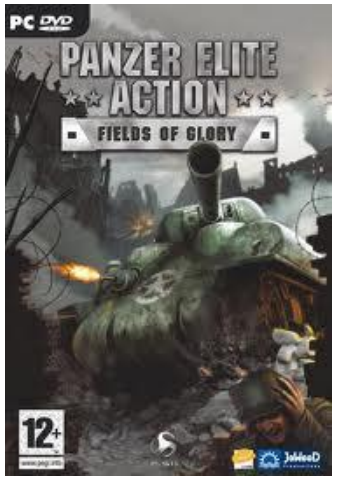


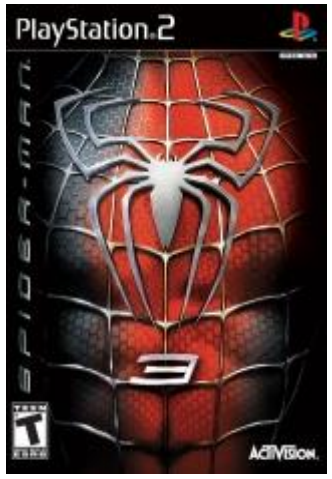






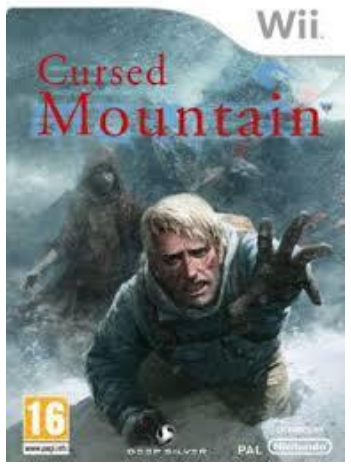



PC DVD
PANZER ELITE ACTION
FIELDS OF GLORY
12+

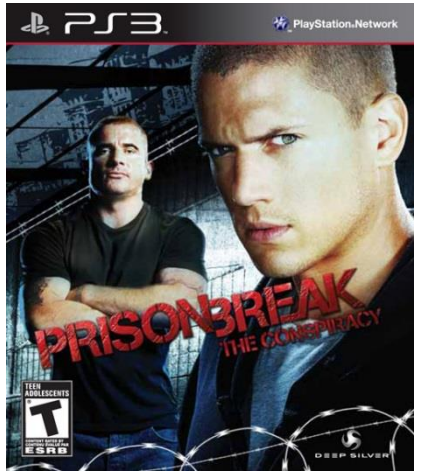

PlayStation.2
SPIDER-MAN
3
T
ACTIVISION


UNCLASSIFIED For Training Purposes Only UNCLASSIFIED For Training Purposes Only UNCLASSIFIED
IFC: RAVEN
Ultra Videmus: We See Beyond
UNCLASSIFIED For Training Purposes Only UNCLASSIFIED For Training Purposes Only UNCLASSIFIED


PlayStation.Network
PLAYSTATION.3
FALLEN ANGEL
SACRED 2
M


Wii
Cursed Mountain
16
PAL


WANNA TAKE A RIDE TO HELL?
LET'S SEE IT YOU'RE MAN ENOUGH
ARE YOU OLD ENOUGH TO RIDE?
RIDE TO HELL


PS3
PlayStation.Network
PRISON BREAK
THE CONSPIRACY
T

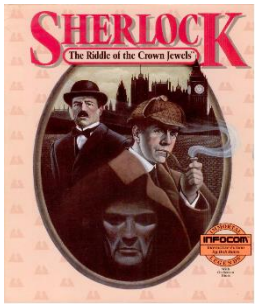

PLAY NOW

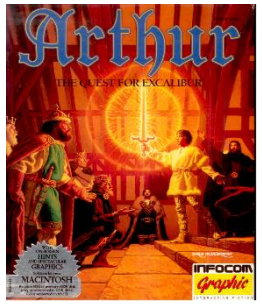
zynga

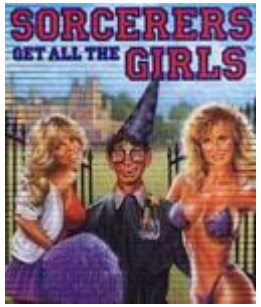

FRONTIERVILLE
BETA

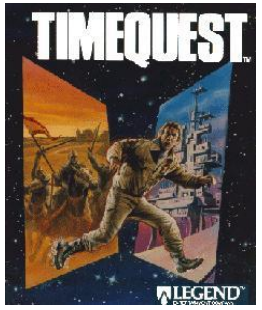

Empires & Allies
zynga

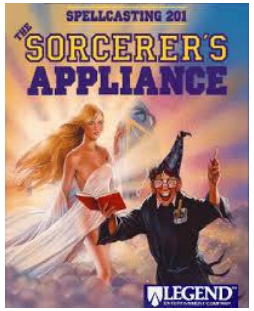

zynga
MAFIA WARS 2
PLAY NOW

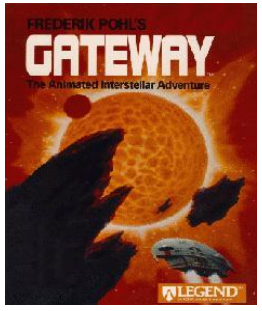

SHERLOCK
The Riddle of the Crown Jewels
INFOCOM


Arthur
THE QUEST FOR EXCALIBUR
INFOCOM
Graphic

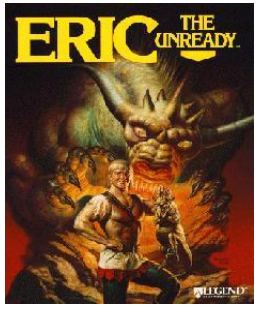

SORCERERS
GET ALL THE
GIRLS

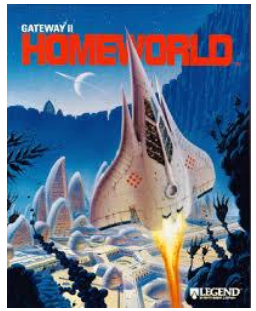

TIMEQUEST
LEGEND

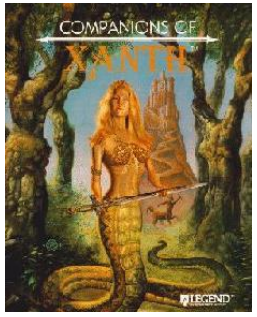

SPELLCASTING 201
THE SORCERER'S
APPLIANCE
LEGEND

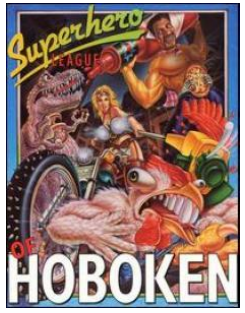

FREDERIK POHL'S
GATEWAY
The Animated Interstellar Adventure
LEGEND

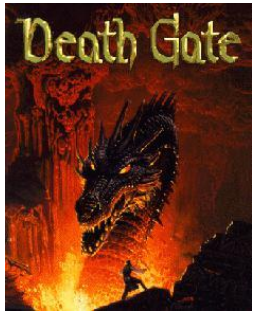

SPELLCASTING 301
SPRING BREAK
LEGEND

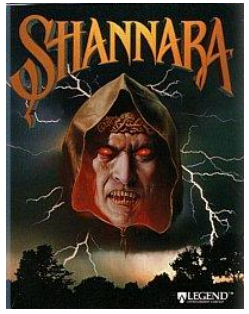

ERIC THE UNREADY
LEGEND

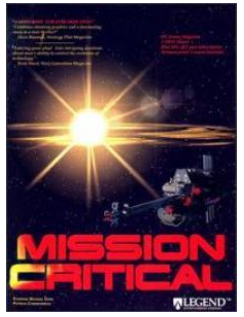

GATEWAY II
HOMEWORLD
LEGEND

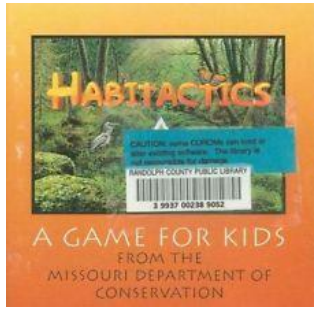

COMPANIONS OF
XANTH
LEGEND


Superhero
LEAGUE
OF
HOBOKEN


Death Gate

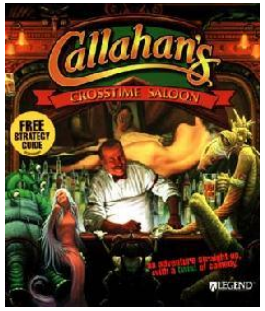

SHANNARA
LEGEND


MISSION
CRITICAL
LEGEND


HABITACTICS
A GAME FOR KIDS
FROM THE
MISSOURI DEPARTMENT OF
CONSERVATION

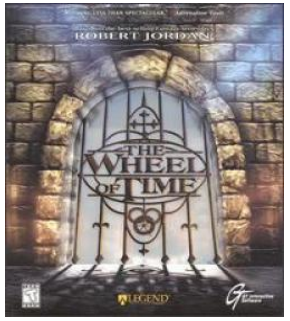

DANGER AND DECEPTION
IN THE
NEW WORLD ORDER
CIA
KGB
SPYCRAFT
THE GREAT GAME
ACTIVISION

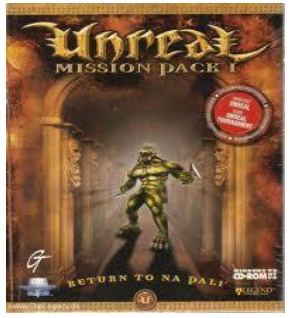

STAR CONTROL 3
The fate of a thousand worlds is
in your hands...AGAIN.

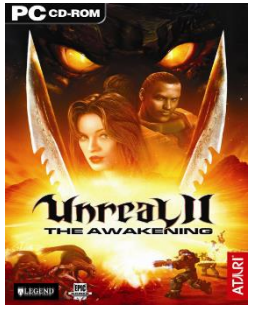

Callahan's
CROSSTIME SALOON
FREE
STRATEGY
GUIDE
LEGEND

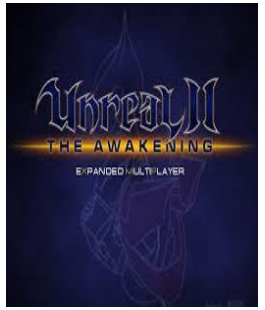

Ethics
Game Introduction
View Help screens
Program
If this is your first time,
select "View Help Screens"

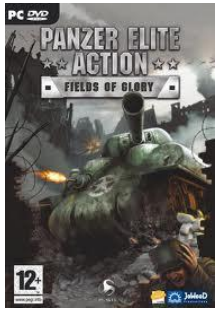

JOHN SAUL'S
Blackstone Chronicles

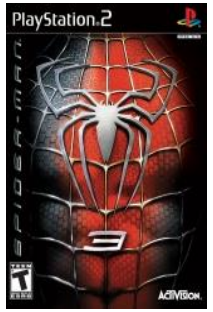

ROBERT JORDAN'S
THE WHEEL OF TIME
LEGEND


Unreal
MISSION PACK 1
RETURN TO NA PALI
LEGEND


PC CD-ROM
Unreal II
THE AWAKENING
LEGEND
ATARI

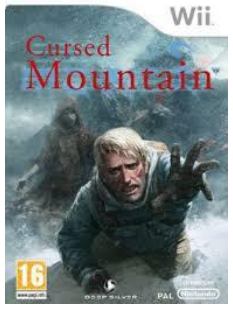

Unreal II
THE AWAKENING
EXPANDED MULTIPLAYER


PC DVD
PANZER ELITE
ACTION
FIELDS OF GLORY
12+

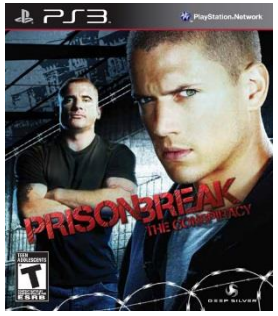

PlayStation.2
SPIDER-MAN
3
T
ACTIVISION


UNCLASSIFIED For Training Purposes Only
IFC: RAVEN
Ultra Videmus: We See Beyond


PlayStation.Network
PLAYSTATION 3
SACRED 2
FALLEN ANGEL
M
ESRB

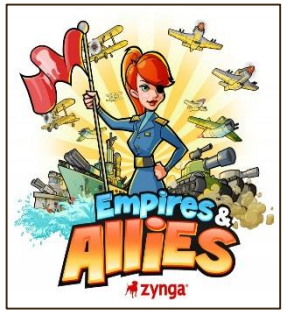

Wii
Cursed
Mountain
16


WANNA TAKE A
RIDE TO HELL?
RIDE TO HELL


PS3
PlayStation.Network
PRISON BREAK
THE CONSPIRACY
T
ESRB


PoisonVille
PLAY NOW


FRONTIERVILLE


Empires &
Allies
zynga


zynga
MAFIA WARS 2
PLAY NOW



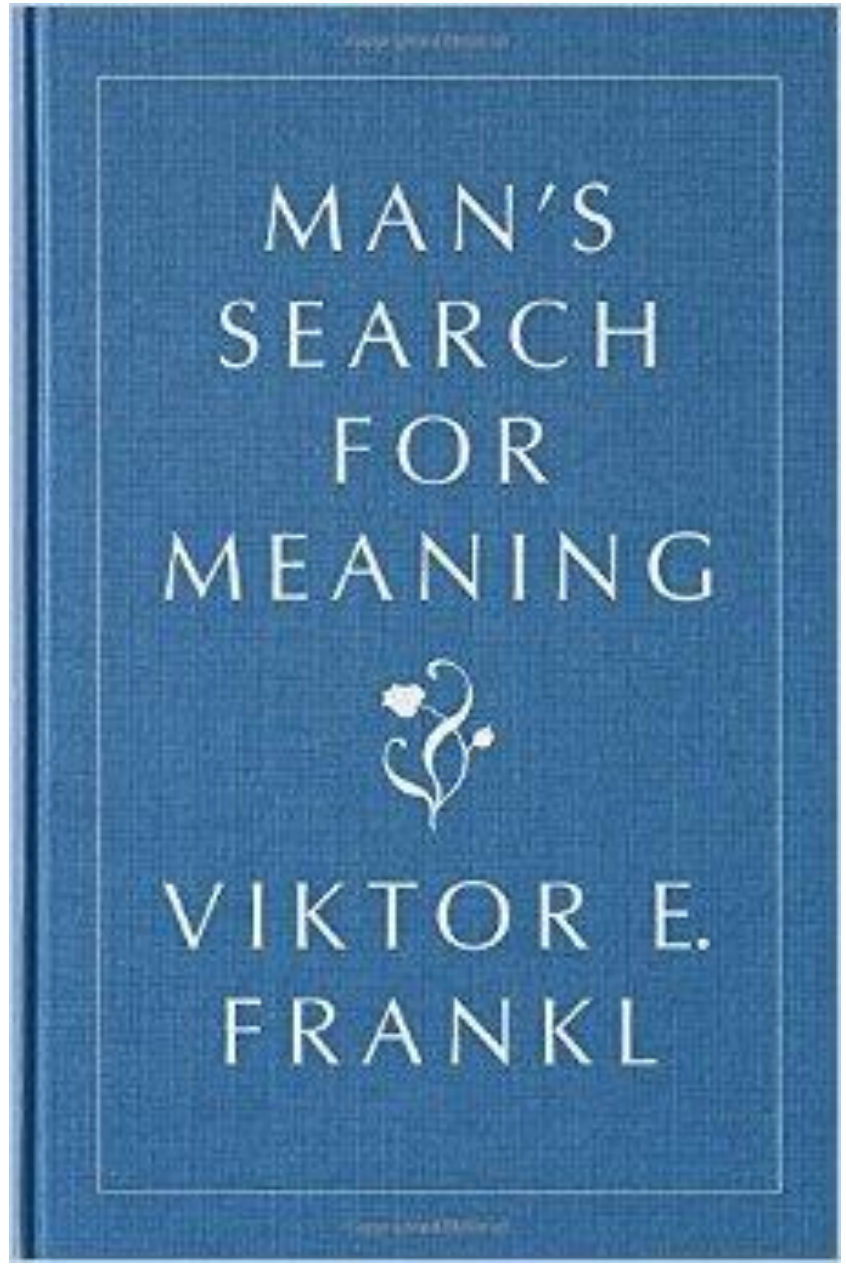
CONSULTANT, FREELANCER…
& INDIE

WHO GETS TO BE CREATIVE?



The Challenges of Being Creative

- All Creative People Have Challenges We Must Face


MAN'S
SEARCH
FOR
MEANING
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Who Am I?



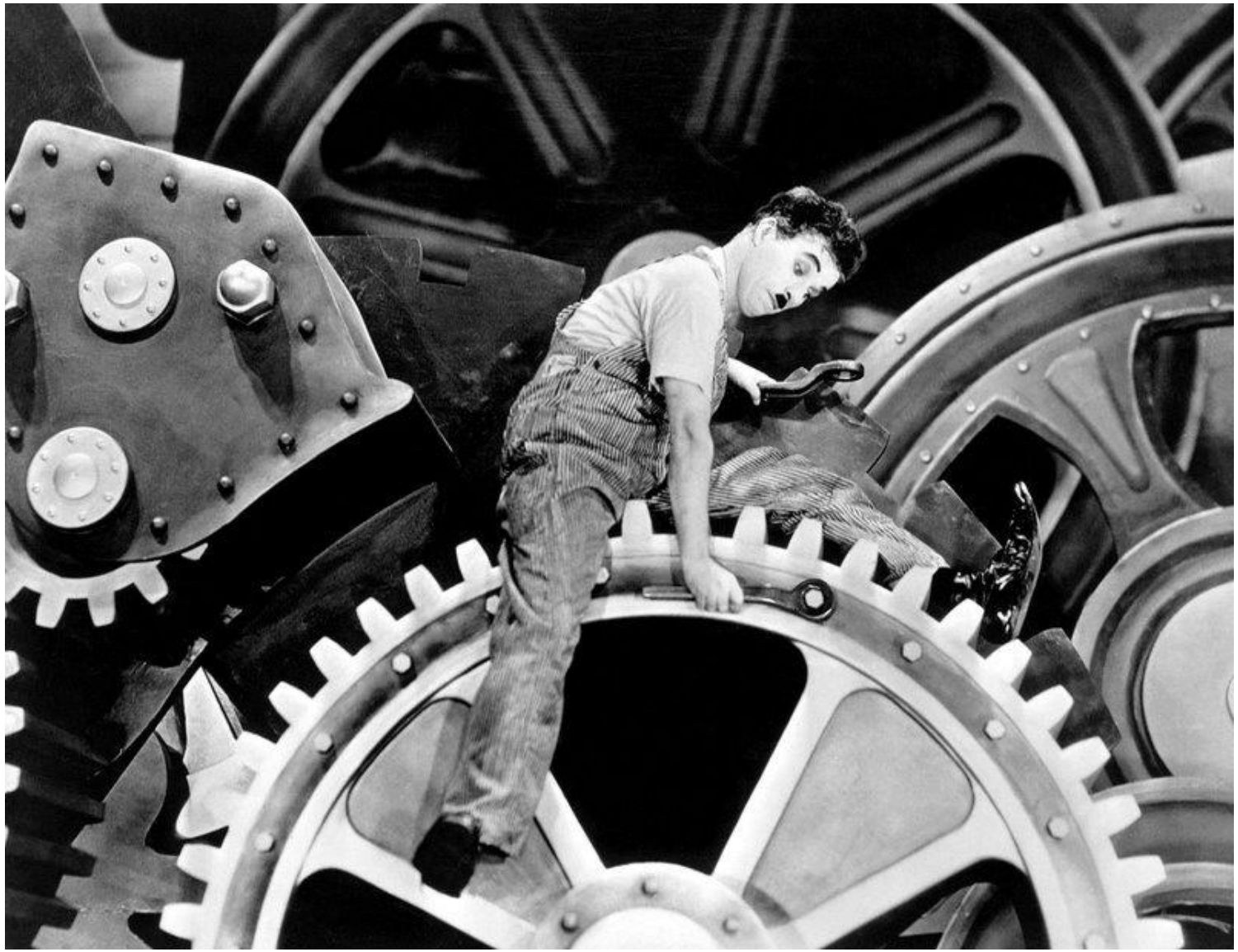
The Challenges of Being Creative

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- Creatives in the Game Industry Face Additional Challenges









The Challenges of Being Creative

- All Creative People Have Challenges We Must Face
- Creatives in the Game AAA Game Industry Face Additional Challenges
- And Indies face even MORE Challenges


KEEP
CALM
`CAUSE
YOU
ARE
DOOMED


YOURE
TOAST



The Side Effects Of Anxiety

Nausea
Insomnia
Gray Hair
Dry Mouth
Headaches
Hyperventilation
Hot Flashes or Chills
High Blood Pressure
Trembling or Shaking
Uncontrollable Crying
Trouble Concentrating
Anticipating the Worst
Feeling Tense and Jumpy
Excessive and Ongoing Worry
Feelings of Apprehension or Dread

Rashes
Fatigue
Dizziness
Sweating
Feeling Faint
Muscle Aches
Muscle Tension
Pounding Heart
Digestive Disorders
Shortness Of Breath
Tremors and Twitches
Feeling Detached or Unreal
Surge of overwhelming panic
Numbness in Hands and Feet
Feeling of losing control or going crazy

Mental Health is a serious matter. If you or someone you know is suffering please seek professional help. Treatments are available and recovery can happen but the longer you put it off, the harder it is. Don't waste time it doesn't have to be a life long illness.

HighAnXieties.org fb/HighAnXieties HighAnXieties.tumblr @HighAnXieties

So How Do We Stay Creative In The Face Of All That???

What Creativity is NOT

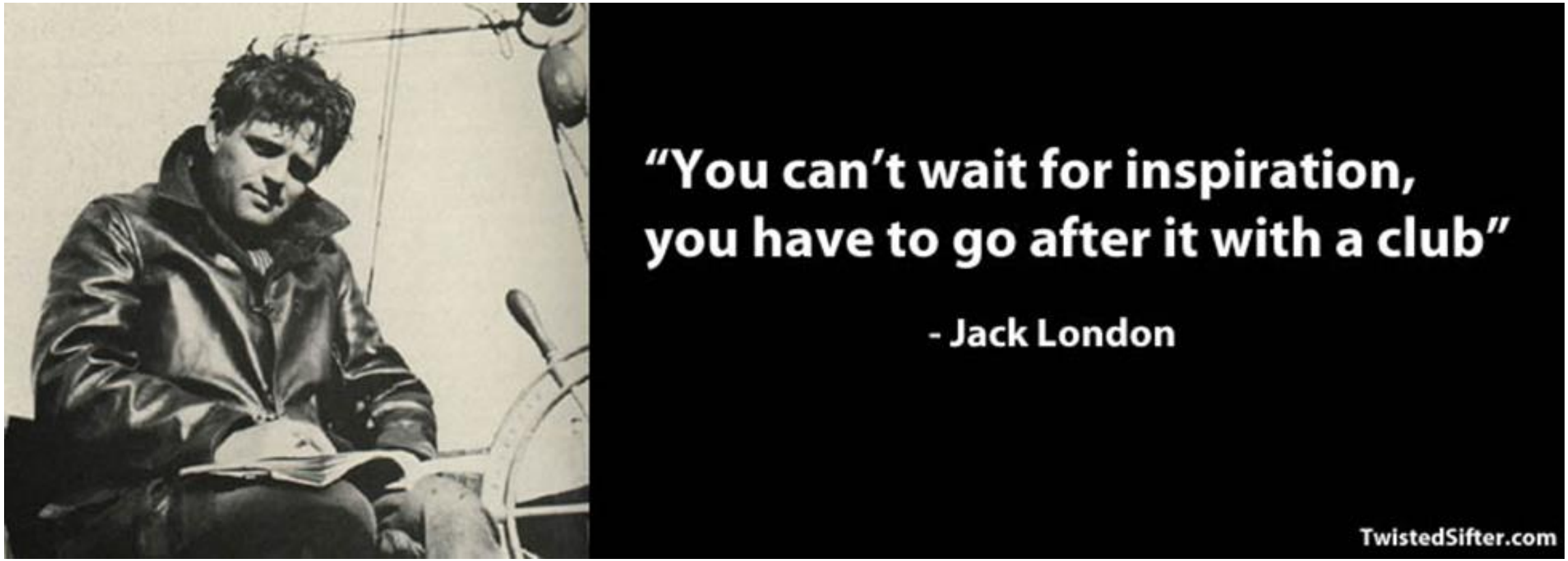


5 YEAR OLDS	98%
10 YEAR OLDS	30%
15 YEAR OLDS	12%
280,000 ADULTS	2%

“What we have concluded is that NON-CREATIVE behavior is learned.”






“You can’t wait for inspiration,
you have to go after it with a club”
- Jack London
TwistedSifter.com

What Creativity IS


STEP ONE
STEP TWO
STEP THREE


Way of Life

HOW TO BUILD A CREATIVE LIFE

STEP 1: LEARN YOUR CRAFT

1. LEARN YOUR CRAFT



1. LEARN YOUR CRAFT

- Malcom Gladwell: It takes 10,000 hours.

  - Outliers: *"…composers, basketball players, fiction writers, ice skaters, concert pianists, chess players, master criminals… No one has yet found a case in which true world-class expertise was accomplished in less time."*

1. LEARN YOUR CRAFT



1. LEARN YOUR CRAFT



HOW TO BUILD A CREATIVE LIFE

STEP 1: LEARN YOUR CRAFT

STEP 2: UNDERSTAND YOUR CREATIVE SELF

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Gregory Feist
    - Open to New Experiences
    - Non-conventional
    - Self Confident
    - Self Accepting
    - Driven
    - Ambitious

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Mihaly Csikszentmihalyi (FLOW)
    - Energetic, but restful

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Mihaly Csikszentmihalyi
    - Energetic, but restful
    - Smart, yet naïve
    - Use both Convergent and Divergent Thinking
    - Combine playfulness and discipline

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    - Alternate between wild imagination and practical realism
    - Tend to be both introverted and extroverted
    - Both rebellious and conservative

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    - Combine playfulness and discipline
    - Alternate between wild imagination and practical realism
    - Tend to be both introverted and extroverted
    - Both rebellious and conservative
    - Passionate, but objective
    - Are exposed to suffering and pain
    - “Many individuals inhabiting the same body.”

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Roger Von Oech
    - Explorer
    - Artist
    - Judge
    - Warrior

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Brian Bates (No relation to me)
    - Creative People are Playful

2. UNDERSTAND YOUR CREATIVE SELF

- Traits of the creative personality
  - Brian Bates (No relation to me)
    - Creative People are Playful
    - Creative People Delay Decisions

HOW TO BUILD A CREATIVE LIFE

STEP 1: LEARN YOUR CRAFT

STEP 2: UNDERSTAND YOUR CREATIVE SELF

STEP 3: UNDERSTAND WHAT MOTIVATES YOU

3. UNDERSTAND WHAT MOTIVATES YOU

- Malcolm Gladwell
  - Autonomy
  - Complexity (Mastery)
  - Purpose

“These are the three qualities that work has to have if it is to be satisfying. It is not how much money we make that ultimately makes us happy between nine and five. It’s whether our work fulfills us….”

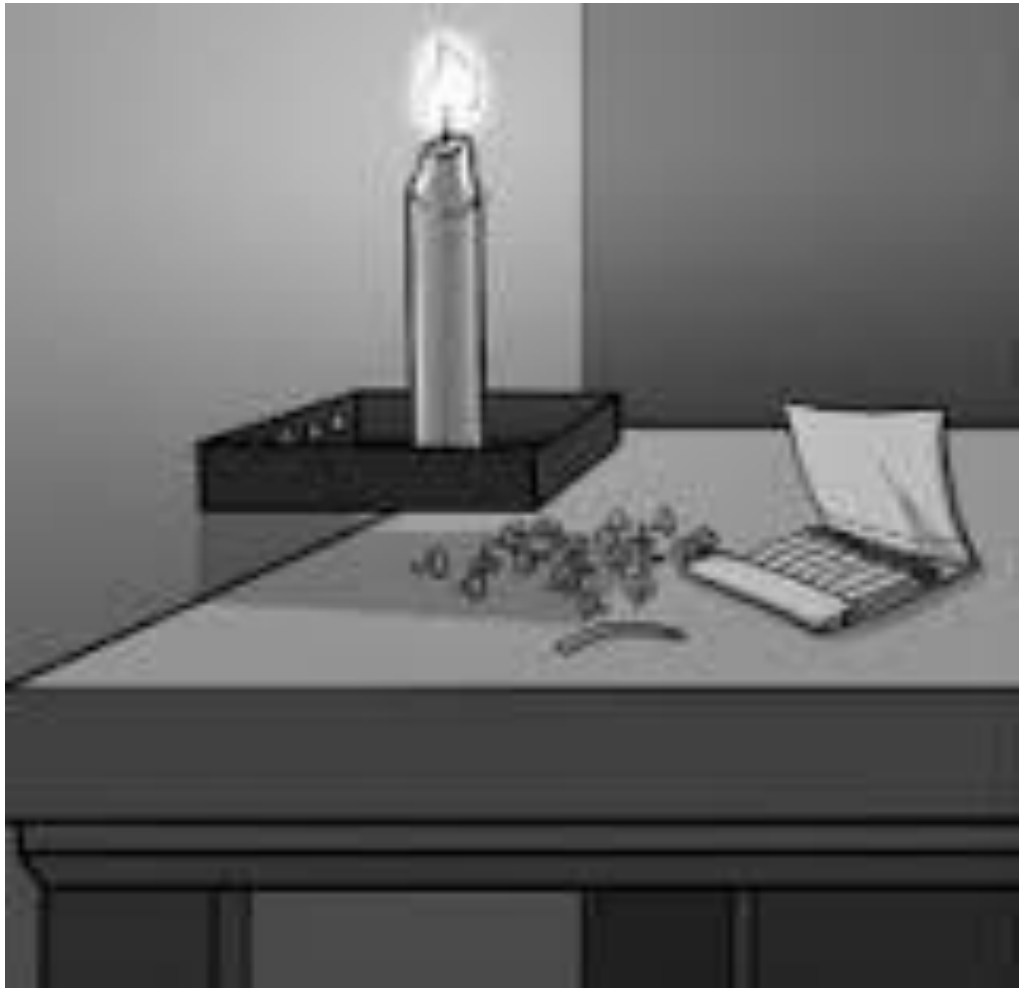
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- Teresa Amabile “Creativity in Context”
  - Extrinsic rewards actually inhibit creativity
  - Creative people are intrinsically motivated

3. UNDERSTAND WHAT MOTIVATES YOU



3. UNDERSTAND WHAT MOTIVATES YOU



3. UNDERSTAND WHAT MOTIVATES YOU

- Intrinsic rewards
  - Feeling appreciated, and feeling trusted
  - Permission to experiment
  - Rewards that let us do our jobs better
  - Being informed about what’s going on
  - Being on a kick-ass team

3. UNDERSTAND WHAT MOTIVATES YOU

- Become Autotelic

HOW TO BUILD A CREATIVE LIFE

STEP 1: LEARN YOUR CRAFT

STEP 2: LEARN MORE ABOUT WHO YOU ARE

STEP 3: UNDERSTAND WHAT MOTIVATES YOU

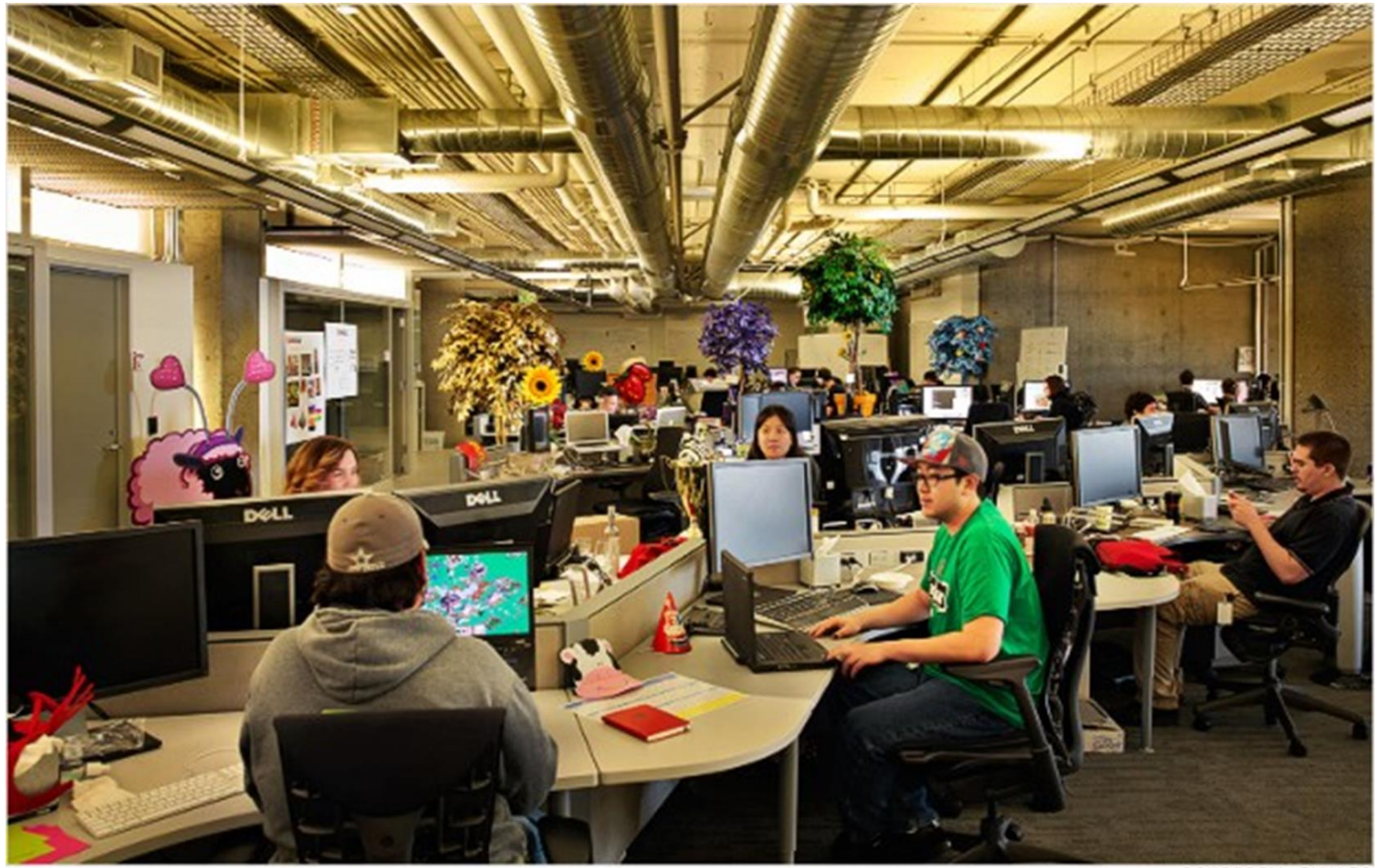
STEP 4: PICK A GOOD SPACE FOR THE JOB AT HAND

4. PICK A GOOD SPACE FOR THE JOB AT HAND

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HOW TO BUILD A CREATIVE LIFE

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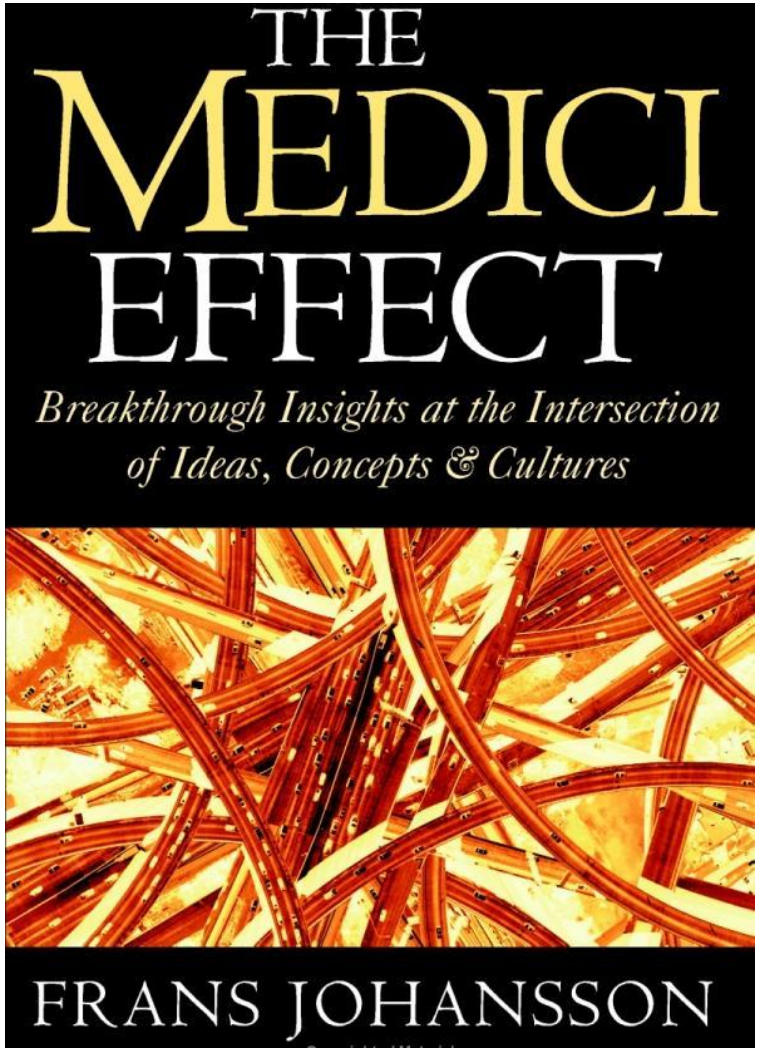
STEP 2: LEARN MORE ABOUT WHO YOU ARE

STEP 3: UNDERSTAND WHAT MOTIVATES YOU

STEP 4: PICK A GOOD SPACE FOR THE JOB AT HAND

STEP 5: LEARN NEW THINGS

5. LEARN NEW THINGS



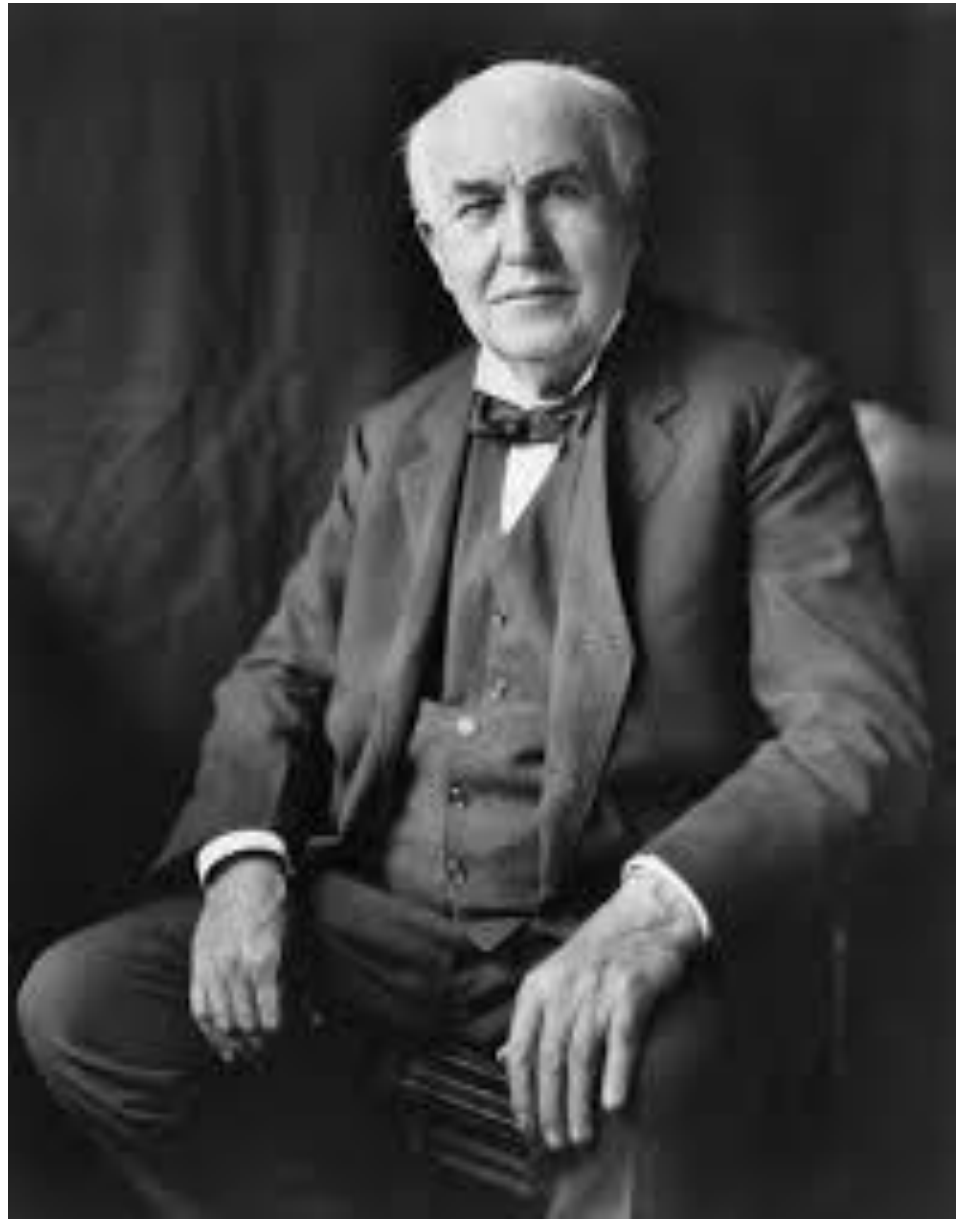
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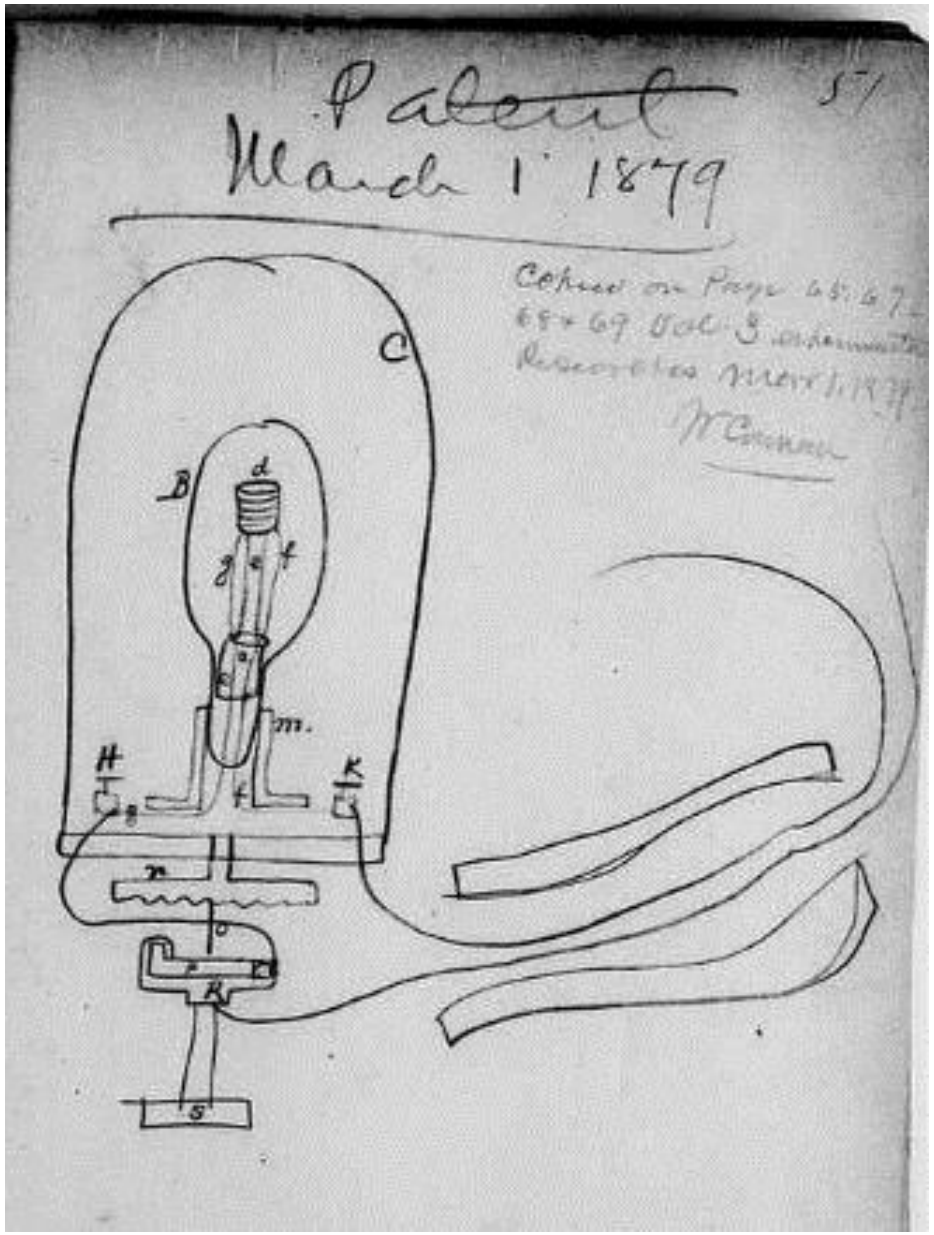


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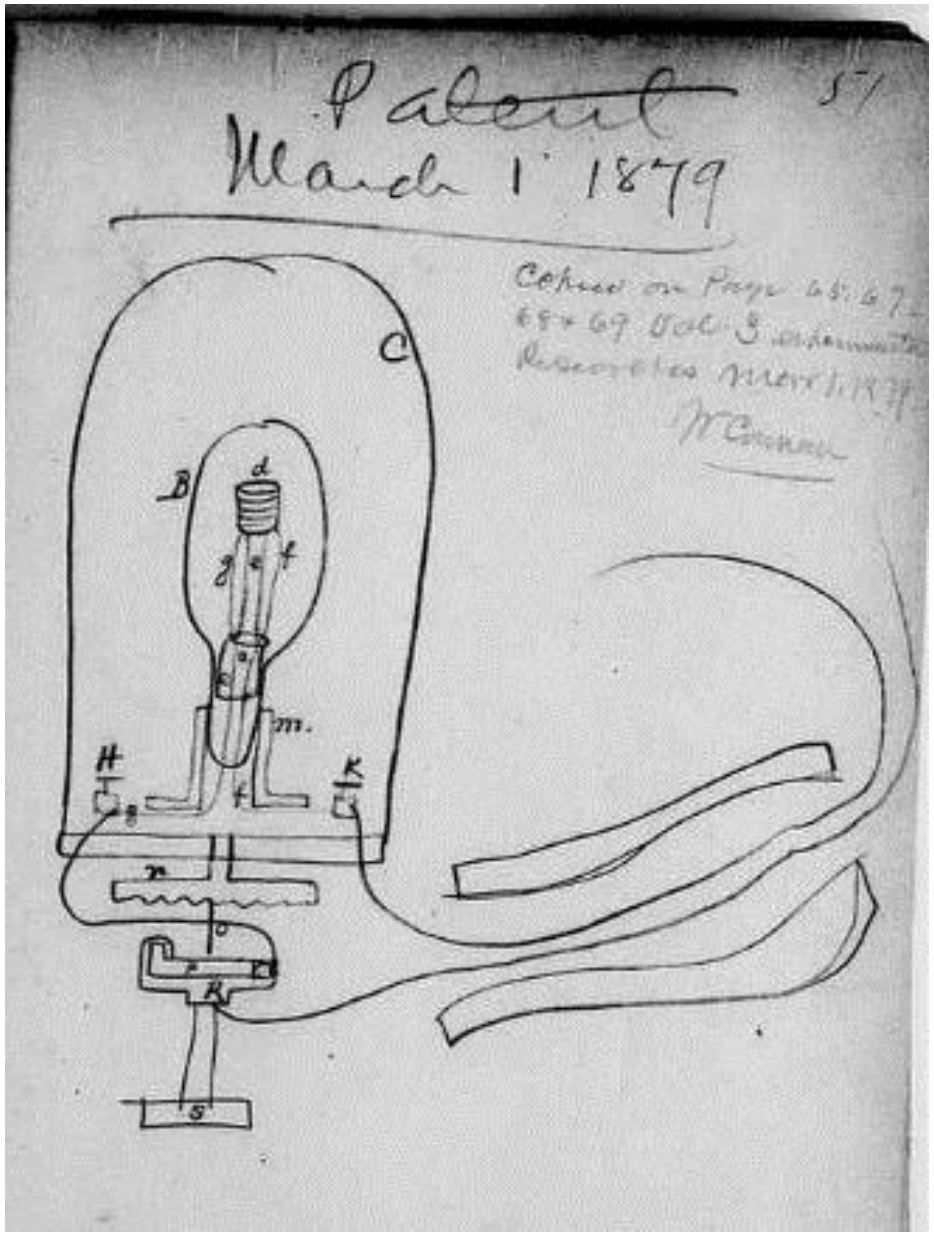







Patent
March 1 1879
Copied on Page 65, 67, 68 & 69 Vol. 3
Recorded March 1, 1879
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Edison lamp with bamboo filament
about 1882
The design and materials of this early electric lamp, practical for home and office use, reflect early lessons learned as the invention moved into commercial production.
Gift of Princeton University, Department of Electrical Engineering
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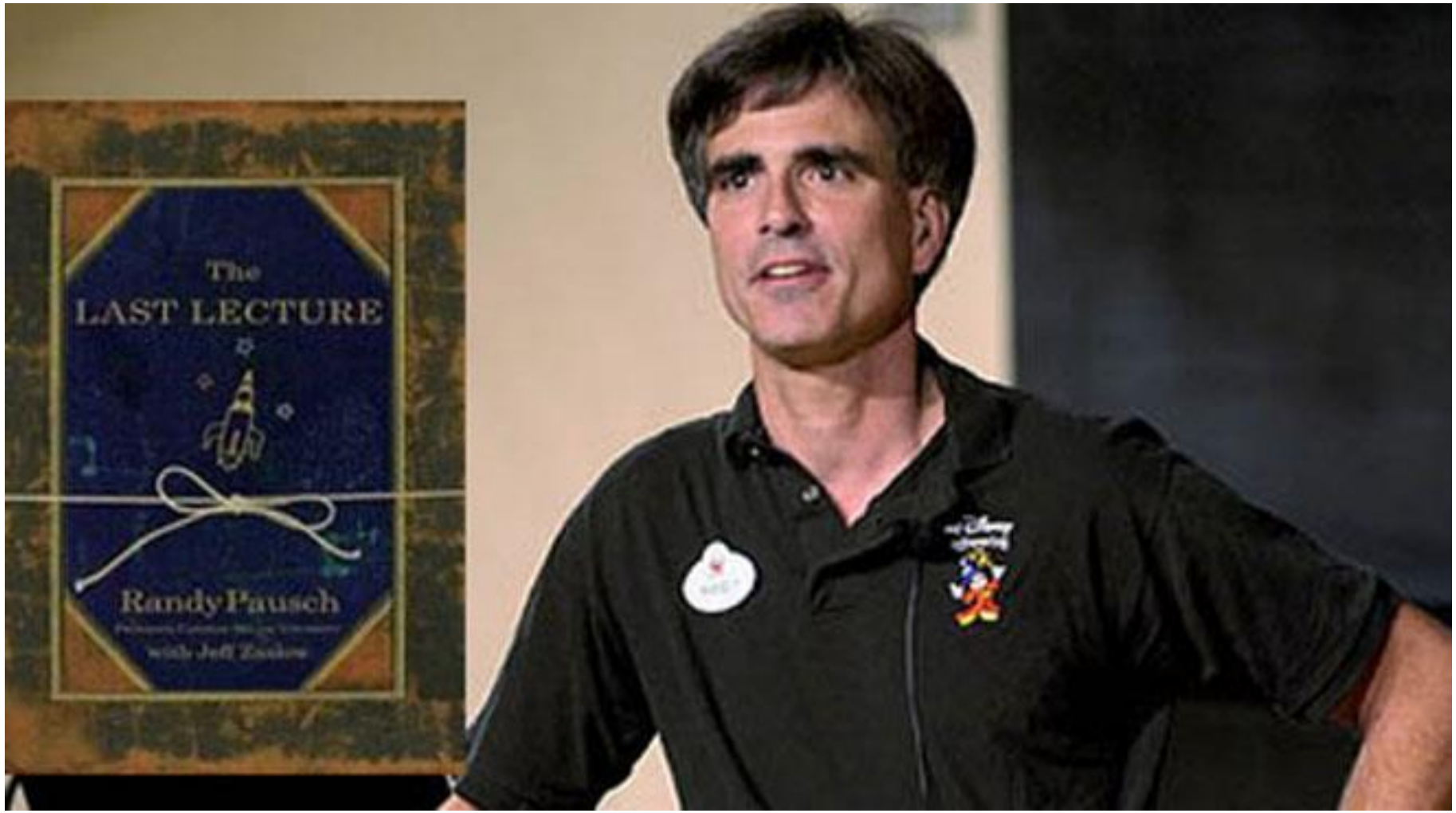
STEP 3: UNDERSTAND WHAT MOTIVATES YOU

STEP 4: CHOOSE THE RIGHT SPACE FOR THE JOB

STEP 5: LEARN NEW THINGS

STEP 6: MANAGE YOUR TIME

MANAGE YOUR TIME



MANAGE YOUR TIME

- The real problems in our lives are stress and procrastination
- Have a ToDo list that is prioritized
- Make an HourPlan every day

MANAGE YOUR TIME

- The real problems in our lives are stress and procrastination
- Have a ToDo list that is prioritized
- Make an HourPlan every day
- “Find your creative time and defend it ruthlessly.”
- Track your time

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1			Billable	Non-Bill						Client 1	Client 2	Client 3	Infra	Book	PersGame Design & Coding	PersGame Admin & Other	Helping Out	Confs	Exercise
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3	**Wednesday, March 2**					W 182	1 2 3 4 5 6 7 8												
4	6:30a-7:30a	Pers				Up. Groggy. Overnight emails.													
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19	2:45-3:45	Exercise				Bike/Shower													0.5
20	3:45-5:30	Client2	1.75			Review GDD on Confluence					1.75								
21	5:30-6:30	PersGame		1.00		Research distribution methods										1.00			
22	6:30-8:00	Pers				Dinner/dishes													
23	8:00-9:00	Client1	1.00			More Chapter 3 dialogs				1.00									
24	9:00-10:00	Pers				TV													
25	Night	Pers				Read more of Hal's book.													
26							2x food. 2x wine												
27							Lights at 12:30												

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1			Billable	Non-Bill						Client 1	Client 2	Client 3	Infra	Book	PersGame Design & Coding	PersGame Admin & Other	Helping Out	Confs	Exercise
2																			
3	**Wednesday, March 2**					W 182	1 2 3 4 5 6 7 8												
4	6:30a-7:30a	Pers				Up. Groggy. Overnight emails.													
5							Accept Linked-in invitations												
6	7:30-7:45	Infra		0.25		Plan day							0.25						
7	7:45-9:00	Confs		1.25		Review GDC Main Talk Outline and Slides												1.25	
8							Revise outline to reflect update												
9							Collect images for the slides.												
10	9:00-9:15	Client 2	0.25			Get access to internal dev site					0.25								
11	9:15-10:30	Pers				Break													
12							Still groggy. Back to bed.												
13	10:30-12:15	Client1	1.75			Story writing				1.75									
14							Chapter 3 dialogs												
15							Chapter 4 outline												
16	12:15-12:45	Pers				Websurf. Facebook													
17	12:45-2:45	PersGame		2.00		Coding. Endgame									2.00				
18							Ask for help from online forum												
19	2:45-3:45	Exercise				Bike/Shower													0.5
20	3:45-5:30	Client2	1.75			Review GDD on Confluence					1.75								
21	5:30-6:30	PersGame		1.00		Research distribution methods										1.00			
22	6:30-8:00	Pers				Dinner/dishes													
23	8:00-9:00	Client1	1.00			More Chapter 3 dialogs				1.00									
24	9:00-10:00	Pers				TV													
25	Night	Pers				Read more of Hal's book.													
26							2x food. 2x wine												
27							Lights at 12:30												

MANAGE YOUR TIME

TRACK YOUR TIME!

HOW TO BUILD A CREATIVE LIFE

STEP 1: LEARN YOUR CRAFT

STEP 2: LEARN MORE ABOUT WHO YOU ARE

STEP 3: UNDERSTAND WHAT MOTIVATES YOU

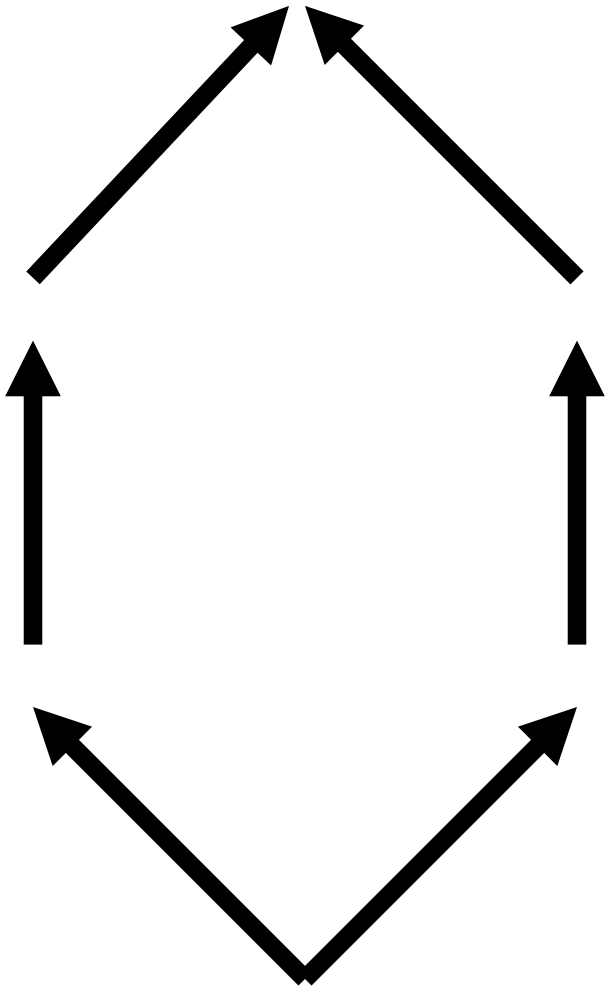
STEP 4: CHOOSE THE RIGHT SPACE FOR THE JOB

STEP 5: LEARN NEW THINGS

STEP 6: MANAGE YOUR TIME

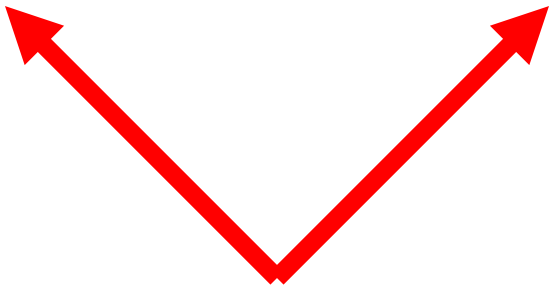
STEP 7: DO THE WORK

THE CREATIVE PROCESS HAS A SHAPE



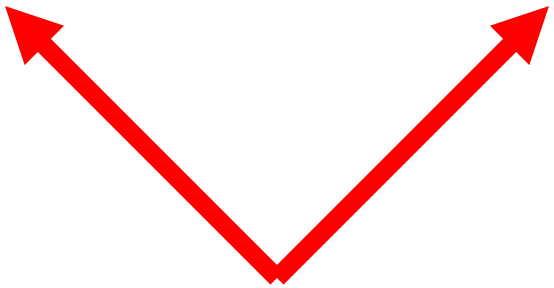
BE THE EXPLORER. CAST A WIDE NET





BE THE EXPLORER. CAST A WIDE NET





BE THE ARTIST AND THE JUDGE





BE THE WARRIOR

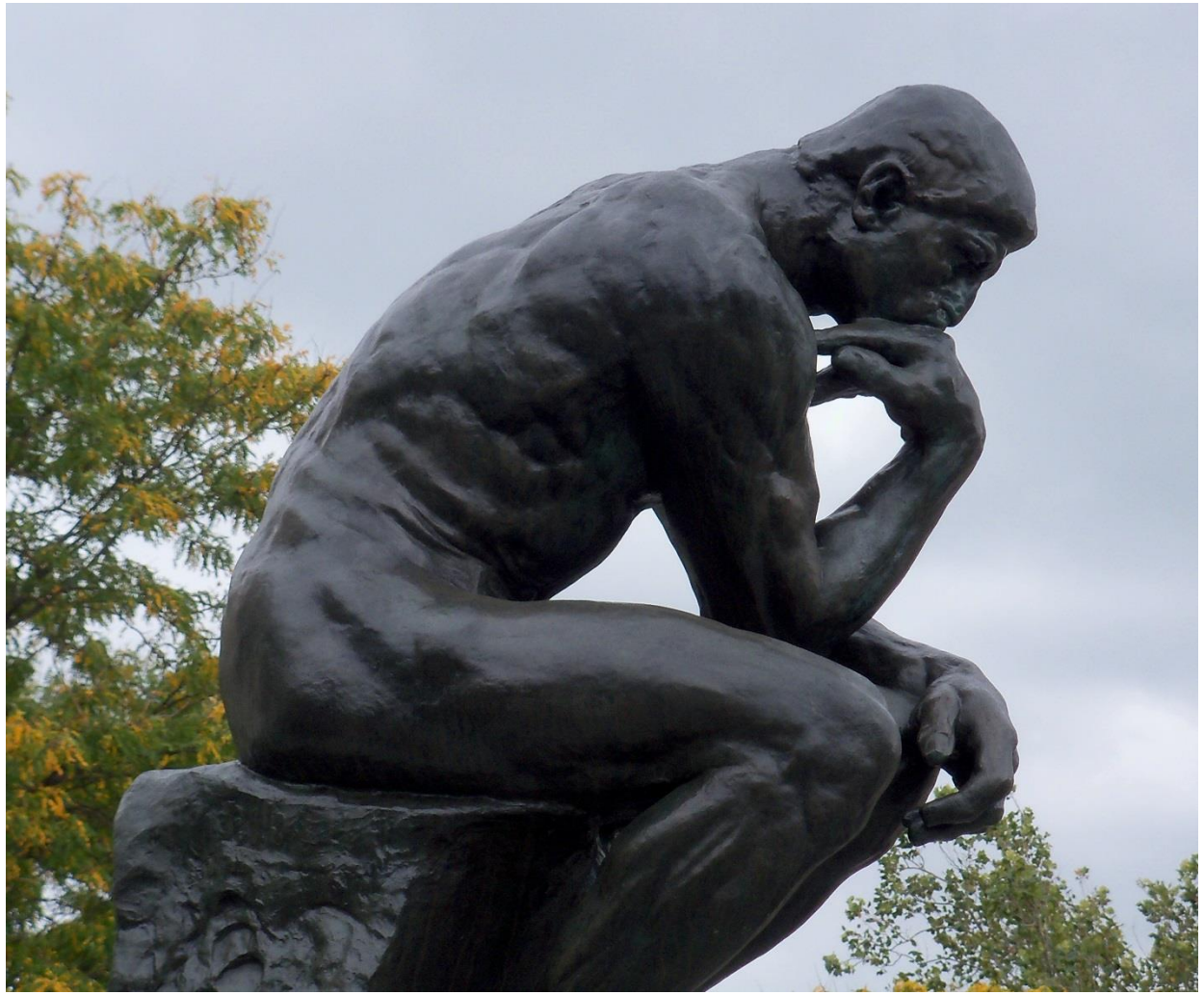


CREATIVE SESSIONS

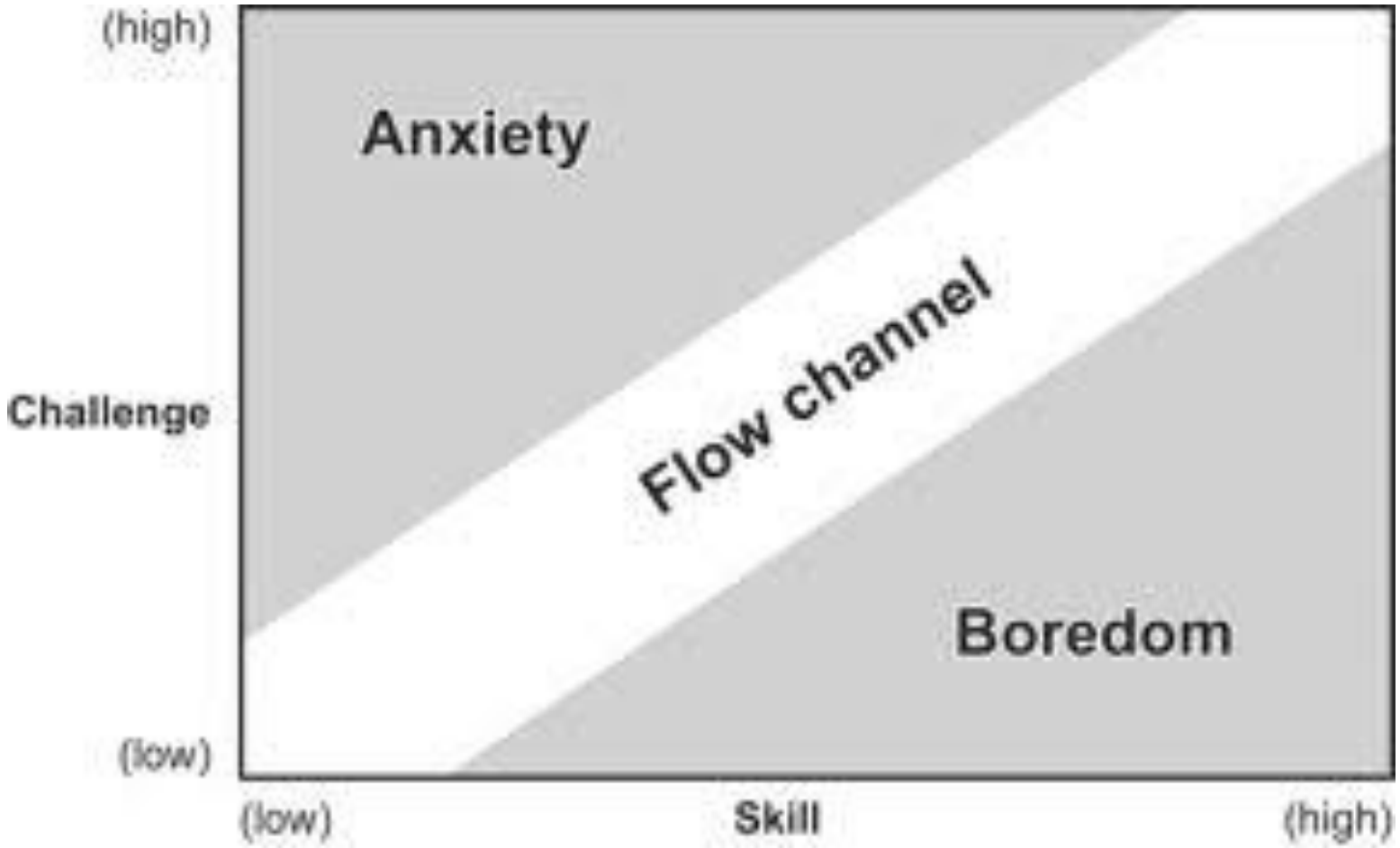
CREATIVE SESSIONS



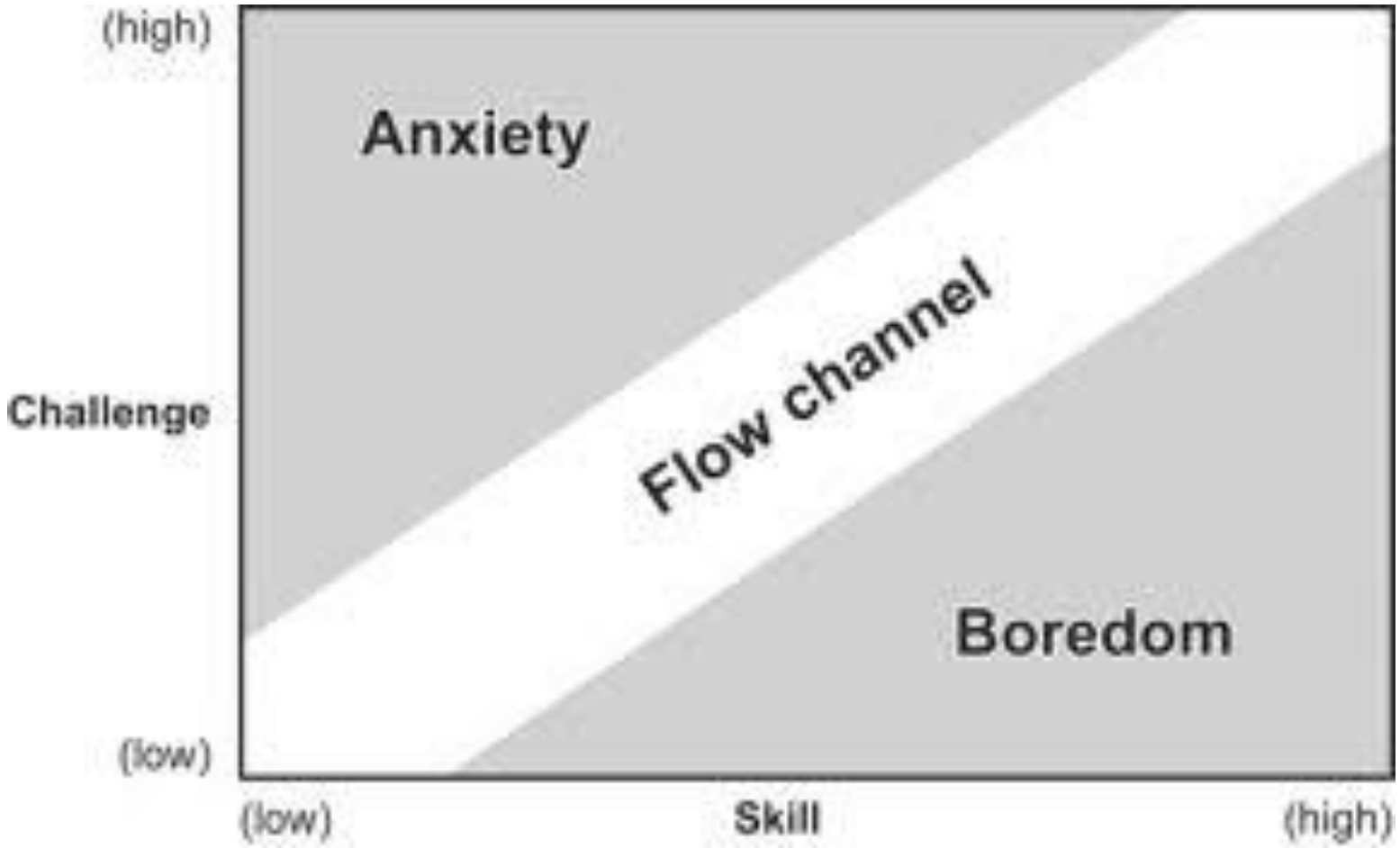
CREATIVE SESSIONS



CREATIVE SESSIONS



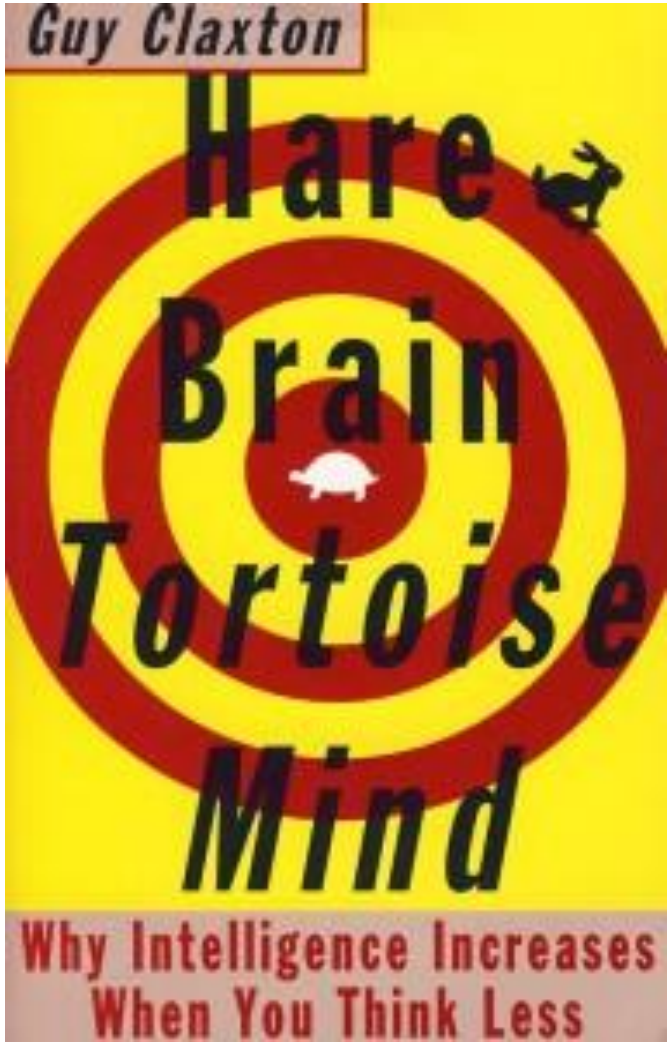
CREATIVE SESSIONS



CREATIVE SESSIONS



CREATIVE SESSIONS




CONFUSION
MIND
STOP
MONEY

CREATIVE SESSIONS

- SPACE
- TIME
- TIME

CREATIVE SESSIONS

- SPACE
- TIME
- TIME

CREATIVE SESSIONS



CREATIVE SESSIONS



CREATIVE SESSIONS



CREATIVE SESSIONS



CREATIVITY IS A WAY OF LIFE

Creative Person’s Owner’s Manual

Creative Person's Owner's Manual

- Take care of the physical plant
- Alcohol is not your friend
- Eat one bite of the elephant at a time
- Allow yourself to be less than perfect
- Know the difference between "Ought" and "Must"

Creative Person's Owner's Manual

- Take care of the physical plant
- Alcohol is not your friend
- Eat one bite of the elephant at a time
- Allow yourself to be less than perfect
- Know the difference between "Ought" and "Must"
- Trust your ability and your process
- Find something that's fun (outside of work)
- Find meaning in your work

If You Want To Live A Creative Life

- Keep Learning
- Play Nice
- Work Hard

Thanks!

“Creativity is what happens when skill meets a deadline.”

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